

## Message Text

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PAGE 01 THE HA 02730 301032Z

14-12

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 W

----- 118870

R 301000Z MAY 75

FM AMEMBASSY THE HAGUE

TO CALIFORNIA DIVISION OF TOURISM AND VISITORS SERVICES

1400 TENTH STREET

SACRAMENTO, CALIF. 95814

INFO SECSTATE WASHDC 6006

UNCLAS THE HAGUE 2730

E.O. 11652: N/A

TAGS: BEXP, NL

SUBJECT: TOURIST PROMOTION LITERATURE.

1. EMBASSY HAS SEEN REPORTS IN THE U.S. TRAVEL TRADE PRESS THAT YOUR OFFICE WILL BE CLOSING DOWN IN MAY 31. THIS SURPRISES US SINCE IN THE EXTENSIVE VISIT-USA PROMOTION PROGRAM WE OPERATE IN THE NETHERLANDS CALIFORNIA IS CLEARLY A TOP AREA OF INTEREST TO PROSPECTIVE DUTCH TOURISTS. FOR EXAMPLE THE AMERICAN VOLUNTEERS RUNNING THE VISIT-USA TOURIST INFORMATION SERVICE IN AMSTERDAM FOR ANSWERING INQUIRIES FROM INDIVIDUALS RECEIVE MORE REQUESTS FOR GUIDANCE AND MATERIAL ON YOUR STATE THAN ON ANY OTHER. WE WOULD APPRECIATE INFORMATION FROM YOU ON WHETHER PRESS REPORTS ARE CORRECT.

2. IN PAST YOUR OFFICE HAS BEEN EXTREMELY HELPFUL AND COOPERATIVE WITH THIS EMBASSY IN PROVIDING SUPPLIES OF HANDOUT TOURIST BROCHURES AND LITERATURE FOR US TO PASS TO THE AMSTERDAM VOLUNTEERS AND ALSO FOR OUR OWN EMBASSY USE IN VISIT-USA WORK WITH THE DUTCH TRAVEL INDUSTRY (TOUR OPERATORS, TRAVEL AGENTS, ETC.). IF YOUR OFFICE IS IN FACT CLOSING DOWN WE WOULD LIKE VERY MUCH TO HAVE WHATEVER QUANTITIES YOU CAN MAKE AVAILABLE OF YOUR HANDOUT BROCHURE MATERIALS INCLUDING YOUR VERY ATTRACTIVE "OFFICIAL CALIFORNIA TOURISM MAP-THE WORLD WITHIN A STATE" WHICH WE FIND PARTICULARLY USEFUL IN SERVICING AND FOCUSING DUTCH TOURIST INTEREST ON YOUR STATE. MATERIAL CAN BE SENT AT DOMESTIC POSTAGE RATES BY USING OUR APO ADDRESS, WHICH IS: AMERICAN EMBASSY,  
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COMMERCIAL SECTION, APO NEW YORK 09159.

3. WE WOULD VERY MUCH APPRECIATE HELP IN ABOVE SO THAT WE CAN HAVE A LARGE STOCK OF CALIFORNIA MATERIAL FOR WHEN YOUR OFFICE IS NO LONGER FUNCTIONING. IF HOWEVER, YOUR OFFICE IS CONTINUING WE CAN OF COURSE RETURN TO THE PAST PROCEDURE UNDER WHICH WE REQUEST MATERIAL AS NEEDED.

4. WITH THANKS AND PLEASE ADVISE.  
GOULD

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NNN

## Message Attributes

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**Concepts:** n/a  
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